

## Playtex Sport Ready, Set, Play On Sweepstakes Official Rules

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** Playtex Sport Ready, Set, Play On Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least thirteen (13) years old at the time of entry. **If you are a minor in your state of residence, you must have the permission and consent of your parent/legal guardian to participate in this Sweepstakes.** Employees, officers and directors of Edgewell Personal Care Brands, LLC, Beeby Clark+Meyler, HelloWorld, Inc., and their respective parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and same household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning prize(s) is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Edgewell Personal Care Brands, LLC, 6 Research Drive, Shelton, CT, 06484.  
**Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing:** The Sweepstakes begins on June 13, 2016 at 12:00 a.m. Eastern Time ("ET"), ends on July 31, 2016 at 11:59 p.m. ET (the "Promotion Period"), and consists of a first prize entry period (the "First Prize Entry Period") which coincides with the Promotion Period as well as seven (7) weekly entry periods (each a "Weekly Entry Period") as outlined below.

Entry Period	Start Date 12:00 a.m. ET	End Date 11:59 p.m. ET	Approximate Drawing Date
Weekly 1	June 13, 2016	June 19, 2016	June 20, 2016
Weekly 2	June 20, 2016	June 26, 2016	June 27, 2016
Weekly 3	June 27, 2016	July 3, 2016	July 5, 2016
Weekly 4	July 4, 2016	July 10, 2016	July 11, 2016
Weekly 5	July 11, 2016	July 17, 2016	July 18, 2016
Weekly 6	July 18, 2016	July 24, 2016	July 25, 2016
Weekly 7	July 25, 2016	July 31, 2016	August 1, 2016
First Prize	June 13, 2016	July 31, 2016	August 1, 2016

Twitter/Instagram's servers are the official time-keeping devices for the Sweepstakes. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Instagram or Twitter. Instagram and Twitter are not affiliated with the Sponsor in any way.

**4. How to Enter:** To participate, you must have an Instagram or Twitter account. Creating an account is free, but you must comply with the terms and conditions of use for the applicable social media platform: Twitter (<https://twitter.com/tos>); Instagram (<http://instagram.com/legal/terms/>). Your account settings must be set to "unprotected" and/or "public" in order for your posts/tweets to be viewable by Sponsor and its agents. (Posts/tweets must also be public – and not private -- messages in order to result in Sweepstakes entry.) If you post updates to or receive updates via SMS from your wireless device, message and data rates may apply. Please consult your wireless-service provider regarding its pricing plans *before* participating in the Sweepstakes. **Posting content to Instagram requires use of a mobile device. Using your wireless carrier's network, standard data charges from your wireless carrier may apply.**

During the Promotion Period, tweet/post a photo or video showing how you get ready to Play On and include the hashtags #ReadySetPlayOn and #Sweepstakes. You will receive one (1) entry into the applicable Weekly Entry Period drawing as well as one (1) entry into the First Prize Entry Period drawing.

*In addition, Non-winning entries will carry over into subsequent Weekly Entry Period drawing(s), as applicable.*

Your Tweet/post and its included content will hereafter be referred to as your Submission. Your Submission must be solely your original work: do NOT copy the work of others, in whole or in part. (Without limiting the foregoing, your photo/video cannot be in the form of a re-tweet or re-gram.) If you include the names or likenesses of other individuals in your photo/video, you must have their permission beforehand to be included and to grant the rights set forth in Section 5. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor and failure to do so (or if Sponsor/Administrator determine that such permissions are inadequate or unacceptable) will result in disqualification of entrant. Your Submission may not be indecent, obscene, hateful, tortious, defamatory, libelous, contain material that violates or infringes another's rights (including but not limited to copyright, trademark, right of publicity or right of privacy), disparage or otherwise besmirch the business reputation/goodwill of Sponsor or its Playtex® products, Administrator, or any other person or party, or contain material that is unlawful in any way. The Submission must also be relevant to the Sweepstakes theme of showing how a person gets ready to Play On. The Submission must not prominently feature brand names or trademarks other than those owned by Sponsor, which entrant has a limited, non-transferable, nonexclusive license to use to incorporate in his/her Submission (with the understanding that any other use of Sponsor's trademarks constitutes an actionable violation of Sponsor's rights). Sponsor reserves the right to disqualify any Submission that it finds unlawful, or in violation of these Official Rules, all in its sole discretion.

Limit: You may enter one (1) time per day (12:00 a.m. ET – 11:59 p.m. ET) during the Promotion Period. Do not submit the same photo/video as an entry more than once. Multiple entrants are not permitted to share the same Twitter/Instagram account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different Twitter/Instagram accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system or third party service to participate is prohibited and will result in disqualification. Sponsor may acknowledge receipt of Submissions, including by re-posting a Submission. Should Sponsor elect to do so, such acknowledgment merely indicates that a given Submission has been received and does not constitute any representation that such Submission constitutes an eligible entry in the Sweepstakes or that it has been selected as a potential prize winner in the Sweepstakes. In the event of a dispute as to any Submission, the authorized account holder of the Twitter or Instagram account used to post the Submission will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses used to create the Twitter/Instagram account. Each potential winner may be required to show proof of being an authorized account holder.

**5. Sponsor's Rights in Submissions:** Tweeting/Posting a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Submission in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes, all without further notice or any compensation to entrant. (Such grant of rights is subject to those rights retained by Twitter or Instagram, as applicable, as the operator of a social media platform.) Entrant further waives any "Moral Rights of Authors" or similar natural rights of ownership he/she may have in the Submission. If requested and without compensation, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission. Entrant also understands and agrees that (I) Sponsor has wide access to ideas, stories, designs and other literary/artistic materials submitted to it from outside sources or being developed by its own employees and that such ideas/stories/designs/literary/artistic materials may be competitive with, similar to (or even identical to) the entrant's Submission and that Sponsor shall have no liability to entrant or any third party in conjunction therewith; and (II) Sponsor and Administrator do not have any duty of confidentiality or other fiduciary duty to entrant relative to his/her Submission. Released Parties (as defined in Section 8, below) are not responsible for lost, late, stolen, damaged, incomplete (including but not limited to omission of prescribed hashtags), invalid, un-intelligible, inaccessible/blocked, garbled, delayed or

misdirected Submissions; all of which will be void.

**SUBMISSIONS REPRESENT SOLELY THE VIEWS/OPINIONS OF THE APPLICABLE ENTRANT AND DO NOT REFLECT THE VIEWS/OPINIONS OF SPONSOR IN ANY MANNER. SPONSOR IS MERELY REQUESTING PERSONS TO POST PHOTOS/VIDEOS AND DISCLAIMS ANY AND ALL LIABILITY IN CONJUNCTION WITH SAME. SPONSOR WILL NOT EDIT OR MODIFY SUBMISSIONS POSTED FOR THE SWEEPSTAKES IN CONJUNCTION WITH THE ADMINISTRATION OF THE SWEEPSTAKES.**

**6. Drawings:** Administrator is an independent judging organization whose decisions (along with those of Sponsor) as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Weekly Prize winners from all eligible entries received during the applicable Weekly Entry Period, on or around the dates listed above in Section 3 above. Administrator will randomly select the potential First Prize winners from all eligible entries received during the Promotion Period, on or around August 1, 2016. (For the avoidance of doubt, provided that the content of a Submission is in compliance with these Official Rules, including but not limited to Section 4 above, such content will NOT be taken into account in the winner selection procedure.) Each potential winner will be notified by @HW\_inc via Direct Message on Twitter or by @helloworldinc via Message Direct on Instagram. IT IS THE SOLE RESPONSIBILITY OF THE ENTRANT TO ASSURE THAT HIS/HER PRIVACY SETTINGS ARE CONFIGURED SUCH THAT HE/SHE MAY BE CONTACTED BY ADMINISTRATOR VIA DIRECT MESSAGE ON TWITTER OR MESSAGE DIRECT ON INSTAGRAM, AS APPLICABLE. Each potential Weekly Prize winner will be required to provide his/her name, mailing address (no P.O. Boxes), email address, and date of birth to confirm eligibility and for prize fulfillment purposes within five (5) days of the date notice or attempted notice is sent into order to claim the prize. Each potential First Prize winner will be required to sign and return a Declaration of Compliance, Liability and Publicity Release (or parent/legal guardian if winner is a minor in his/her state of residence) which must be received by Administrator, within seven (7) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries received for the applicable drawing. At least three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

## **7. Prizes:**

**FOUR (4) FIRST PRIZES:** Each First Prize winner will choose **ONLY ONE (1)** of the following prize packs:

Chloe Lukasiak / Dancer Inspired Prize Package, consisting of Fitbit Charge HR wristband heart rate monitor/pedometer; Powerbeats Wireless earphones; mobile digital device armband & case; \$500 Capezio gift card redeemable at [www.capezio.com](http://www.capezio.com); Turning Board; \$250 Sephora gift card; 25 oz S'well Water Bottle, Pink; \$1,000 prepaid gift card to be used to purchase Dance Classes (or otherwise); a package of 36 Playtex Sport pads; a package of 54 Playtex Sport liners; a package of 36 Playtex Sport tampons. Actual Retail Value ("ARV"): \$2,245.81

Malia Manuel / Surfer Inspired Prize Package, consisting of \$250 O'Neill gift card; GoPro Hero 4 Black action camera; GoPro standard housing waterproof case; GoPro 3Way mount; Lost Surfboard by Mayhem "Pocket Rocket" board; polarized Ray Ban Wayfarers sunglasses; a 24 bottle case of Kona Deep Water; a Pair of Yoga Mat Sanuk Sandals; A Baby-G BG169R-1B Watch; Woodlake Traction Model by Famous Surf; \$1,000 prepaid gift card to be used to purchase Surfing Lessons (or otherwise); a package of 36 Playtex Sport pads; a package of 54 Playtex Sport liners; a package of 36 Playtex Sport tampons. ARV: \$2,902.94

Jamie Anderson / Snowboarder Inspired Prize Package, consisting of GNU "B-Nice" Snowboard; Beats by Dre wireless headphones, rose gold; Oakley Flight Deck Prizm goggle; GoPro Hero 4 Black action camera; GoPro 3-way mount; Hawaiian Tropic Island Sport Sunscreen (8 oz.); 25 oz S'well water bottle, pink; \$1,000 prepaid gift card to be used to purchase snowboarding lessons (or otherwise); a package of 36 Playtex Sport pads; a package of 54 Playtex Sport liners; a package of 36 Playtex Sport tampons. ARV: \$2,462.92.

Cassey Ho / Pilates Inspired Prize Package, consisting of Sunset Festival Couture yoga mat + carrying strap from Blogilates Design; three (3) \$200 POPFLEX Active gift cards redeemable at [www.popflexactive.com](http://www.popflexactive.com); Blogilates Workout Guide PIIT28 + Nutrition Guide; Fitbit Charge HR wristband heart rate monitor/pedometer; Powerbeats wireless earphones; armband & case; 25 oz S'well water bottle, Pink; \$1,000 prepaid gift card to be used to purchase Pilates Classes (or otherwise); a package of 36 Playtex Sport pads; a package of 54 Playtex Sport liners; a package of 36 Playtex Sport tampons. ARV: \$2,200.86.

FORTY-TWO (42) WEEKLY PRIZES (six (6) awarded per Weekly Entry Period): A Playtex Sport t-shirt, a 20 ct. box of Playtex Sport Liners, an 18 ct. box of Playtex Sport Ultra Thin Pads, a 18 ct. box of Playtex Sport Regular Tampons, a 8 oz. bottle of Hawaiian Tropic Island Sport Sunscreen, a 7 oz. bottle of Skintimate Shave Gel, and a Schick Hydro Silk Razor. ARV: \$59.85.

For All Electronic Prize Components: The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed.

For all Prizes: Terms and conditions of gift cards apply. Except where otherwise stated, size, style and color of prizes are subject to availability. For First Prizes, prize must be accepted in its entirety or not at all. For First Prizes, if a winner chooses a prize pack other than the Malia Manuel prize pack, he/she will NOT receive the difference in cash or otherwise. All prizes, including all prize components, will be determined by Sponsor in its sole discretion. If won by a minor, Sponsor reserves the right in its sole discretion to award prize(s) to or in the name of minor's parent or legal guardian. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize/prize component for one of equal or greater value if the designated prize/prize component should become unavailable for any reason. Prizes are not redeemable or exchangeable for cash, with the sole exception of gift card prizes in those jurisdictions where the ability to redeem/exchange gift cards for cash is required by law. Winners are solely responsible for all taxes and fees associated with prize receipt and/or use. If total value of prize(s) won in Sweepstakes is \$600 or over, Sponsor will issue winner an IRS 1099 Tax Form for total value of prize(s) won. Winner agrees to provide his/her Social Security Number and otherwise fully cooperate with Sponsor and/or Administrator relative to their compliance with the IRS 1099 reporting requirement. Odds of winning a prize depend on the number of eligible entries received for the applicable Entry Period drawing. Limit: one (1) First Prize and one (1) Weekly Prize per household/family/address. Maximum Total ARV of all Prizes: \$14,125.46.

**8. Release:** By entering, entrants agree to release and hold harmless Sponsor, Beeby Clark+Meyler, Administrator, Twitter, Inc., Instagram, LLC, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize. Without limiting the foregoing, with the sole exception of its own products, Edgewell Personal Care Brands, LLC makes no representation or warranty of any kind regarding any prize component, including but not limited to its merchantability or fitness for the intended purpose. Relative to its own products, Edgewell Personal Care Brands, LLC's warranties are expressly limited to their terms.

**9 Publicity:** Except where prohibited, participation in the Sweepstakes and acceptance of prize(s)

constitutes each winner's consent to Sponsor's and its agents' use of winner's name, prize information, likeness, Submission, photograph (including, without limitation, winner's Twitter/Instagram profile photo, as applicable), voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**10. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Notice of such action by Sponsor will be posted. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**11. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software (including but not limited to unavailability or inaccessibility of any photo/video posted on Twitter or Instagram due to filtering by or other operation of the applicable social media platform); (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize, including any damage to entrant's or any other person's computer or mobile device (or information stored thereon). If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if time permits and it is otherwise feasible as determined by Sponsor in its sole discretion (and, if not feasible, Sponsor and Administrator shall not have any liability of any kind in conjunction therewith). No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**12. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**13. Entrant's Personal Information:** Information collected from entrants is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://edgewell.com/privacy-policy/>.

**14. Winners List:** For a winners list, visit <http://bit.ly/21xDVaE>. The winners list will be posted after winner confirmation is complete.

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